



State of California—Health and Human Services Agency
Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

TO: PARTNERS AND ADVOCATES
*CALIFORNIA NUTRITION NETWORK FOR HEALTHY, ACTIVE
FAMILIES (NETWORK)*

SUBJECT: 2003-2004 PROJECT DIRECTORY

The Cancer Prevention and Nutrition Section is pleased to bring you the 2003-2004 Project Directory for the *Network*. The *Network* has been in existence for eight years and in 2004 is serving a population estimated at 3 million households with incomes at or below 185 percent of the Federal Poverty Level. This includes more than 10 million persons, of whom about 2.5 million are school-aged children. The *Network's* goals are to increase healthy eating, physical activity, and food security. Achievement of these goals will also help prevent overweight and obesity, type 2 diabetes, and other related diseases.

This Directory introduces the work of all *Network*-funded projects. They promote eating more fruits and vegetables, being physically active every day, and, for those who are eligible, participating in federal nutrition assistance programs.

Network partners use social marketing techniques to reach large numbers of people. The *Network's* definition of social marketing is very pragmatic: it is the application of the commercial marketing mix of advertising, public relations, promotion, and personal sales (education) combined with public health techniques of consumer empowerment, community development, public/private partnerships, media advocacy, and policy, systems and environmental change. In addition, program activities described in the Directory reflect efforts to make an impact at the five levels of social influence: policy, systems and environmental change; community change; organizational/institutional change; interpersonal change; and individual change.

Most of the projects presented in this Directory participate in the Local Incentive Award (LIA) Program. Local Incentive Awardees are public agencies that already spend non-federal funds on allowable nutrition education activities serving low-income households. This portion of the budget is referred to as the "Local Share." By participating in the *Network's* LIA Program, the partner documents their existing

spending toward the *Network* goals and receives a proportional amount of federal funds, referred to as the “State Share,” to extend the reach of their existing programs.

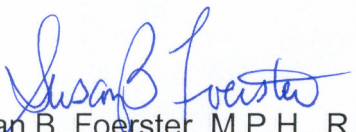
Other projects listed in this Directory include Food Security Special Projects, Faith Community Outreach Special Projects, Healthy Cities and Communities, Child Health and Disability Prevention Nutrition Projects, Physical Activity and Nutrition Resource Centers, regional lead agencies (*Network*, *California 5 a Day–Power Play! Campaign*, and *California Latino 5 a Day Campaign*), selected Cancer Research Program grants, and Department of Health Services and other statewide projects.

The project summaries are listed alphabetically within each of the 12 regions. The statewide projects are in a separate section at the end of the Directory. Contact information is included in each entry for those interested in learning more about the individual projects described. Indices organized alphabetically across regions, by county, and by contract type are included to aid you in finding a specific project or group of projects. Additionally, there is an index which lists the national and state legislators with the projects operating within that district. We hope you will find the Directory a useful tool in strengthening collaboration efforts and networking with new partners in your region.

We continue to be encouraged by the strong, ever-expanding, and committed partnerships that are emerging in California communities to promote healthy lifestyles and eliminate diet- and physical-activity-related health disparities in our state. We thank our partners for their dedication to this important and urgent call to increase fruit and vegetable consumption, daily physical activity, and food security to promote good health and realize the potential of low-income families.

We gratefully acknowledge the United States Department of Agriculture Food Stamp Program as the source of *Network* funding, as well as the assistance of our sister agency, the California Department of Social Services.

Sincerely,



Susan B. Foerster, M.P.H., R.D., Chief
Cancer Prevention and Nutrition Section